IN THE CLAIMS

1 (Original). A method comprising:

transmitting enhanced television content; and

transmitting an announcement for said enhanced television content, said announcement including a session identifier having a value announcing the availability of an electronic programming guide for said enhanced television content.

2 (Original). The method of claim 1 wherein transmitting an announcement includes transmitting the announcement in a session description protocol.

3 (Original). The method of claim 2 wherein transmitting an announcement includes transmitting a unique session identifier which identifies an electronic programming guide.

4 (Original). The method of claim 3 including transmitting a session identifier which is a unique number.

5 (Original). The method of claim 4 wherein transmitting a session identifier includes transmitting the number 2208988800.

6 (Original). The method of claim 1 including transmitting a session name.

7 (Original). The method of claim 6 wherein transmitting a session name includes transmitting a human readable session name indicative of an electronic programming guide.

8 (Previously Presented). A computer readable medium storing instructions that, when executed, enable a processor-based system to:

transmit enhanced television content; and

transmit an announcement for said enhanced television content, said announcement including a session identifier having a value announcing the availability of an electronic programming guide for said enhanced television content.

2

9 (Previously Presented).   The computer readable medium of claim 8 further storing instructions that enable the processor-based system to transmit the announcement in a session description protocol.

10 (Previously Presented).   The computer readable medium of claim 9 further storing instructions that enable the processor-based system to transmit a unique session identifier that identifies an electronic programming guide.

11 (Previously Presented).   The computer readable medium of claim 10 further storing instructions that enable the processor-based system to transmit a session identifier that is a unique number.

12 (Previously Presented).   The computer readable medium of claim 11 further storing instructions that enable the processor-based system to transmit the number 2208988800.

13 (Previously Presented).   The computer readable medium of claim 8 further storing instructions that enable the processor-based system to transmit a human readable session name indicative of an electronic programming guide.

14 (Original). A system comprising:
        a processor-based transmitter; and
        a storage, coupled to said processor-based transmitter, said storage storing instructions that enable enhanced television content and an announcement for said enhanced television content to be transmitted, said announcement including a session identifier having a value announcing the availability of an electronic programming guide for said enhanced content.

15 (Original). The system of claim 14 wherein said storage further stores instructions that enable the device to transmit a session identifier that is a unique number.

16 (Original). The system of claim 15 wherein said storage stores instructions that enable the device to transmit the number 2208988800.

17 (Original). A method comprising:

enabling a receiver to receive enhanced television content; and

enabling the extraction from said content of an announcement for said enhanced television content, said announcement including a session identifier having a value announcing the availability of an electronic programming guide.

18 (Original). The method of claim 17 including determining whether the enhanced television content includes an electronic programming guide.

19 (Original). The method of claim 18 including determining whether an electronic programming guide has already been cached.

20 (Original). The method of claim 19 including processing the announcement without regard for the electronic programming guide if the programming guide is already cached.

21 (Currently Amended). A computer readable An article comprising a medium storing instructions that enable a processor-based system to:

enable a receiver to receive enhanced television content; and

enable the extraction from said content of an announcement for said enhanced television content, said announcement including a session identifier having a value announcing the availability of an electronic programming guide.

22 (Currently Amended). The medium article of claim 21 further including instructions that enable the processor-based system to determine whether the enhanced television content includes a programming guide.

23 (Currently Amended). The medium article of claim 22 further storing instructions that enable the processor-based system to determine whether the electronic programming guide has already been cached and if so, process the announcement without regard to the electronic programming guide.

4

24 (Original). A system comprising:

a processor-based receiver; and

a storage coupled to said processor-based receiver, said storage storing instructions that enable the extraction, from enhanced television content received by said receiver, of an announcement for said enhanced television content, said announcement including a session identifier having a unique value announcing the availability of an electronic programming guide.

25 (Original). The system of claim 24 wherein said storage stores instructions that enable the extraction of a value corresponding to the number 2208988800.